

Message Text

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ACTION EA-09

INFO OCT-01 ISO-00 MMO-04 SP-02 USIA-15 AID-05 EB-07
NSC-05 CIEP-02 TRSE-00 SS-15 STR-04 OMB-01 CEA-01
CIAE-00 COME-00 FRB-01 INR-07 NSAE-00 XMB-04 OPIC-06
LAB-04 SIL-01 AGRE-00 PA-02 PRS-01 HEW-06 /103 W
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FM AMEMBASSY BANGKOK
TO SECSTATE WASHDC 8106
INFO AMEMBASSY SINGAPORE

UNCLAS BANGKOK 0894

E.O. 11652: N/A

TAGS: BEXP, TH

SUBJECT: CCP REPORTING

REF: A) 76 STATE 312532, B) 76 USDCO 2096, C) 76 BANGKOK 32737,
D) 76 USDOC 20188, E) 76 BANGKOK 27233, F) 76 BANGKOK 23107,
G) 76 USDOC 13595, H) 76 BANGKOK 18211, I) 76 SINGAPORE
3026 J) 76 BANGKOK 33803

1. COUNTRY COMMERCIAL ACTION GROUP (CCAG) FOR THAILAND MET
JANUARY 7. CHAIRED BY DCM, THE CCAG MEETING WAS ATTENDED BY
THE CHIEFS OF SECTIONS OF ECON, CONSULAR, USIS, USOM AS WELL
AS BY AGAT, COMAT AND OTHER ECON/COMMERCIAL OFFICERS.

2. THE AGENDA TOPICS WERE AS FOLLOWS:

- FY 77 CCP FIRST QUARTER
- FY REPORT 77 CCP REMAINING THREE QUARTERS
- MAJOR PROJECTS
- COMMERCIAL OFFICERS CONFERENCE IN SINGAPORE, FEB 22-24
- APCAC MEETING IN BANGKOK, FEBRUARY 25-28
- FY 78 CCP PREPARATION.

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3. DURING THE FIRST QUARTER OF FY 77 (OCT - DEC), PRELIMINARY
WORK FOR AN AGRI-BUSINESS EXHIBITION WAS UNDERTAKEN. THIS WORK
HAS NOW BEEN SUSPENDED. A COMPREHENSIVE MAJOR PROJECTS LIST FOR
1977 WAS PREPARED LATE IN THE QUARTER AND WILL BE SUBMITTED
THIS MONTH. WORK WAS BEGUN ON THE 1977 AMERICAN BUSINESS FIRMS
LIST AND ON THE BUILDING PRODUCTS AND CONSTRUCTION EQUIPMENT
CATALOG SHOW TO BE HELD JANUARY 20-22. WITH THE DEPARTURE OF

TOM STAVE IN DECEMBER, THE COMMERCIAL SECTION'S AMERICAN OFFICER COMPLEMENT WAS REDUCED TO TWO.

4. DURING THE PREPARATION FOR THE 1977 CCP, THE EMBASSY RECOMMENDED STRONGLY THAT COMMERCE SCHEDULE AN AGRI-BUSINESS EXHIBITION FOR BANGKOK. HOWEVER, FOR FINANCIAL OR OTHER REASONS, COMMERCE SAW FITD FIVP DEFINITELY SCHEDULE THIS EVENT DURING FY 77 BUT RATHER GIVE IT ALTERNATIVE STATUS. DURING THE POST'S INPUT FOR THE FY 78 CCP EVENT SCHEDULE, THE EMBASSY REITERATED THE ARGUMENTS FOR HAVING THIS IMPORTANT EXHIBITION. THE VENT WAS SUPPORTED BY THE REGIONAL TRADE CENTER IN SINGAPORE (SEE REFTEL I). HOWEVER, COMMERCE (SEE REFTEL B) AGAIN HAS RELEGATED THIS PROMOTION TO ALTERNATE STATUS SHOULD FUNDS BECOME AVAILABLE OR CANCELLATIONS OCCUR IN THE TRADE FAIR PROGRAM.

5. THE CONSENSUS OF THIS CCAG MEETING WAS TO RAISE THE QUESTION OF SCHEDULING THIS EVENT ONCE MORE WITH COMMERCE. THE DCM AGREED THAT THIS THEME IS MOST SUITABLE TO THAILAND WHOSE MAJOR EXPORTS ARE AGRICULTURAL PRODUCTS. THE RTG IS NOW ACTIVELY PROMOTING INVESTMENT IN THE PROCESSING OF FOOD PRODUCTS FOR EXPORT (SEE REFTEL J). USOM, USIS AND AGRICULTURE ARE READY TO SUPPORT SUCH AN EFFORT (USIS IS CONSIDERING HOLDING A MAJOR VISUAL EXHIBITION ON THE THEME OF U.S. AGRICULTURE DURING THE NEXT YEAR OR SO). FINALLY EVERY MAJOR POST IN SEA EXCEPT THAILAND RECENTLY HAS HELD, OR WILL HOLD DURING FY 77, A LARGE SCALE EXHIBITION. THAILAND HAS NOT HAD ANY EXHIBITION SINCE NOVEMBER 1973. THEREFORE, THE CCAG FEELS THAT SUCH AN EXHIBITION SHOULD BE HELD DURING FY 78 AND WE WOULD APPRECIATE WCAG'S REACTIONS ASAP. OUR REPEATED REQUESTS (SEE REFTELS UNCLASSIFIED

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C, E, AND F) FOR EXPLANATIONS WHY IT WAS DROPPED HAVE GONE UNANSWERED.

6. OTHER THAN THE BUILDING PRODUCTS AND CONSTRUCTION EQUIPMENT CATALOG SHOW TO BE HELD ON JANUARY 20-22, THERE ARE NO OTHER SCHEDULED TRADE PROMOTION EVENTS FOR THAILAND DURING FY 77 (THE HOTEL/MOTEL AND RESTAURANT CATALOG SHOW HAS BEEN POSTPONED FROM JULY TO OCTOBER, THUS PUSHING IT INTO FY 78. TO GIVE US ONE MORE PROMOTION FOR THIS FISCAL YEAR (FOR A TOTAL OF TWO), WOULD IT BE POSSIBLE TO SCHEDULE A CATALOG SHOW, TRADE MISSION OR TECHNICAL SALES SEMINAR ON HOSPITAL EQUIPMENT DURING THE FOURTH QUARTER? THE POST HAS RECOMMENDED PROMOTION OF THIS THEME FOR THE PAST SEVERAL YEARS. A MAJOR EXHIBITION, SCHEDULED FOR BANGKOK IN NOVEMBER 1975, WAS CANCELLED DUE TO LACK OF FUNDS. WE CONTINUE TO BELIEVE THAT THE POTENTIAL MARKET FOR U.S. PRODUCTS IN THIS FIELD IS EXCELLENT. THE RTG PRESENTLY HAS EMBARKED ON AN EXPENSIVE RURAL HOSPITAL BUILDING CONSTRUCTION PROGRAM AND A NUMBER OF PRIVATE HOSPITALS ARE PLANNED OR UNDER CONSTRUCTION IN BANGKOK.

7. ANOTHER IDEA THAT WAS CONSIDERED AT THE MEETING WAS AN IN-STORE PROMOTION OF U.S. CONSUMER PRODUCTS. THE POLITICAL CLIMATE PRIOR TO OCTOBER 6 PRECLUDED THIS TYPE OF PROMOTION BECAUSE THE MAJOR DEPARTMENT STORES FEARED STUDENT DEMONSTRATIONS. NOW, HOWEVER, CENTRAL DEPARTMENT STORE, BANGKOK'S LARGEST, IS AGAIN INTERESTED IN HOLDING A MAJOR AMERICAN PROMOTION DURING 1977 OR IN EARLY 1978. SINCE THERE IS NO EVENT SCHEDULED BETWEEN JANUARY AND JUNE 1978, WOULD WCAG CONSIDER SUCH A PROMOTION FOR MARCH, APRIL OR MAY 1978?

8. THE EMBASSY LOOKS FORWARD BOTH TO THE SINGAPORE COMMERCIAL OFFICER'S CONFERENCE AND TO THE BANGKOK APCAC MEETING WHERE SUCH TOPICS AS REGIONALITY OF THE SINGAPORE TRADE CENTER AND EMBASSY - AMCHAM RELATIONSHIPS WILL BE DISCUSSED. THE DCM ALSO PLANS TO VISIT COMMERCE AS WELL AS EXIM AND OPIC ON HIS CONSULTATION JANUARY -- TO DISCUSS
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SOME OF THE ABOVE SUBJECTS.
WHITEHOUSE

NOTE BY OC/T: PARA 4 AS RECEIVED.

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